

**Rock the Vote**  
**Nationwide Survey of 500 Adults age 17-29 Nationwide<sup>1</sup>**  
**with an oversample of 75 Latinos and 75 African Americans<sup>2</sup>**  
**September 2008**

Hello. My name is \_\_\_\_\_. I'm calling from National Opinion Surveys. We are conducting a public opinion survey, and I would like to ask you some questions about important issues in the country. We are speaking with over 500 people between the ages of 18 and 29 and would like to include your opinion. This is not a sales call of any kind, and I will not ask you for a contribution or donation.

	Total	FEB. 2008	Latino	African American
N=	500	518	168	147
<b>GENDER</b>				
Men .....	50	49	52	45
Women .....	50	51	48	55
<b>PHONE USAGE</b>				
Both .....	58	60	56	57
Mobile Only .....	24	24	14	20
Landline Only .....	18	16	30	22

**RESUME ASKING ALL**

1. In what month and year were you born? \_\_\_\_\_

**PLEASE CODE IN MM/YYYY FORMAT**

**TERMINATE IF BORN BEFORE NOVEMBER 1978 OR AFTER NOVEMBER 1990**

17 – 19 .....	15	19	15	17
20 – 22 .....	26	22	28	25
23 – 25 .....	23	26	22	23
26 – 29 .....	36	33	35	35

**[CELL PHONE ONLY]**

2. [TS] First, to confirm, have I reached you on your cell phone?

Yes .....	100	100	100	100
No .....	TERMINATE			
(don't know).....	TERMINATE			
(refused).....	TERMINATE			

<sup>1</sup> Of the 500 interviews in the base sample, 171 respondents were reached on their cell phones and 329 were reached on a landline phone.

<sup>2</sup> We interviewed a total of 168 Latinos and 147 African Americans. These samples were down-weighted into the base to reflect their actual percentages in the population of 17-29 year olds.

<b>Total</b>	<b>FEB.</b>	<b>Latino</b>	<b>African</b>
	<b>2008</b>	<b>American</b>	

3. [TS] For your safety, are you currently driving?

Yes .....	SCHEDULE CALLBACK			
No .....	100	100	100	100
(don't know).....	TERMINATE			
(refused).....	TERMINATE			

4. [TS] In addition to a cell phone, do you also have regular landline telephone service in your home?

Yes .....	32	27	14	35
No .....	68	73	86	65
(don't know).....	0	0	0	0
(refused).....	1	0	0	0

5. [TS] [IF YES IN Q4 (Q4=1), ASK:] Do you use that landline telephone to make and receive calls, or is it only used for other purposes such as connecting to the Internet, connecting to a fax machine, or for business purposes?

Use to make and receive calls .....	94	66	40	100
Only used for fax, etc. ....	5	33	22	0
(don't know).....	1	1	38	0
(refused).....	0	0	0	0

**RESUME ASKING ALL:**

6. [TS] Generally speaking, do you think things in the country are going in the right direction, or do you think things are pretty seriously off on the wrong track?

[IF ANSWER:] Do you feel that way strongly or not strongly?

Strongly - Right direction.....	15	11	16	10
Not strongly - Right direction.....	10	14	10	4
Not strongly - Wrong track .....	18	20	16	18
Strongly - Wrong track .....	51	48	50	64
(don't know).....	6	7	8	5
Right Direction.....	26	25	26	13
Wrong Direction .....	69	68	67	82

	Total	FEB. 2008	Latino	African American
<b>[SPLIT SAMPLE A]</b>				
7. Regardless of who you plan to support for President, once that person is elected and sworn into office, what is the FIRST thing you want them to do something about?				
Jobs and the economy .....	42		48	39
Iraq/bring troops home .....	24		27	29
Gas prices/energy/oil companies .....	21		14	19
Health care and prescription drugs .....	9		14	8
Taxes.....	5		1	14
Education and the cost of college* .....	4		7	2
Immigration .....	4		1	2
Foreign relations/policy .....	2		4	3
Government corruption and reform .....	2		0	2
Moral values .....	2		0	1
Terrorism and homeland security .....	1		0	0
The environment and global warming .....	1		0	1
The federal budget deficit .....	1		3	0
Gay rights .....	1		1	0
Social Security and retirement .....	0		0	1
(Other).....	2		5	4
(Don't know) .....	4		0	4

**[SPLIT SAMPLE B]**

8. [TS] I am going to read you a list of concerns that some people have. Please tell me which one of these you would most like the next President to do something about?

**READ AND RANDOMIZE:**

Jobs and the economy .....	29	17	30	41
Gas prices .....	11	6	12	11
Education and the cost of college .....	10	10	12	7
Iraq .....	10	12	6	15
Health care and prescription drugs .....	7	11	10	5
Terrorism and homeland security .....	7	5	8	6
The federal budget deficit .....	6	5	4	3
Immigration .....	4	8	9	1
Government corruption and reform .....	3	6	2	1
Taxes.....	3	3	2	5
Moral values .....	2	3	3	0
Social Security and retirement .....	1	2	0	1
Gay rights .....	1	2	1	3
The environment and global warming .....	2	7	1	0
Don't Know/Other .....	4	2	1	1

**Total FEB. Latino African  
2008 American**

Now I'd like to ask you about some public figures and organizations. For each one, please tell me whether you have a VERY favorable, SOMEWHAT favorable, somewhat UNFAVORABLE, or VERY unfavorable impression of that person.

If you haven't heard of the person {6}, or if you don't know enough about that person to have an impression {5}, just say so and we will move on.

**[READ NAME]** Do you have a VERY favorable, SOMEWHAT favorable, somewhat UNFAVORABLE, or VERY unfavorable impression of [NAME]?

**RANDOMIZE**

9. **\_[TS]** John McCain

Very favorable .....	20	10	20	6
Somewhat favorable .....	24	34	21	9
Somewhat unfavorable .....	19	18	18	19
Very unfavorable .....	29	15	29	59
No opinion .....	7	18	10	5
Never heard of .....	1	6	2	2
Favorable .....	44	44	41	15
Unfavorable .....	48	33	47	79

10. **\_Sarah Palin [PAY-lin]**

Very favorable .....	19		19	7
Somewhat favorable .....	18		19	7
Somewhat unfavorable .....	15		16	18
Very unfavorable .....	25		20	37
No opinion .....	15		15	21
Never heard of .....	8		10	11
Favorable .....	37		38	13
Unfavorable .....	40		36	55

11. **\_[TS]** Barack Obama

Very favorable .....	47	38	51	85
Somewhat favorable .....	21	31	19	6
Somewhat unfavorable .....	13	9	13	5
Very unfavorable .....	14	11	9	3
No opinion .....	4	9	8	1
Never heard of .....	0	2	0	1
Favorable .....	69	69	70	91
Unfavorable .....	27	20	23	8

	Total	FEB. 2008	Latino	African American
12. _Joe Biden				
Very favorable .....	23		21	33
Somewhat favorable .....	26		23	35
Somewhat unfavorable .....	11		10	6
Very unfavorable .....	8		7	4
No opinion .....	21		23	10
Never heard of .....	11		16	12
Favorable .....	49		44	68
Unfavorable .....	19		16	10

13. \_[TS] The United States Congress

Very favorable .....	7	9	4	10
Somewhat favorable .....	38	38	39	31
Somewhat unfavorable .....	22	21	17	23
Very unfavorable .....	13	10	13	16
No opinion .....	19	21	25	16
Never heard of .....	1	1	2	3
Favorable .....	45	46	44	41
Unfavorable .....	35	31	30	39

[END RANDOMIZE]

14. [TS] Often, things come up and people are not able to vote. Would state or local records show that you are currently registered to vote, or like many others are you not registered to vote at this time?

Yes, registered .....	85	78	83	92
No, not registered .....	13	21	14	8
(ineligible) .....	0	1	2	0
(don't know).....	1	1	2	0

ASK ONLY IF Q14=2

15. [TS] What is the likelihood that you will register to vote for the election in NOVEMBER for President, Congress, and other offices – are you extremely likely, very likely, somewhat likely, or like many other people, are you not very likely at all to register to vote?

Extremely likely .....	25	34	20	55
Very likely .....	19	22	15	12
Somewhat likely .....	24	15	19	0
Not very likely at all .....	29	28	46	32
(don't know).....	2	2	0	0
Likely .....	45	55	35	68
Unlikely .....	53	43	65	32

<b>Total</b>	<b>FEB.</b>	<b>Latino</b>	<b>African</b>
	<b>2008</b>	<b>American</b>	

**RESUME ASKING ALL**

16. [TS] What is the likelihood that you will vote in the NOVEMBER election for President, Congress, and other offices – are you extremely likely, very likely, somewhat likely, or not very likely at all to vote?

Extremely likely .....	69	62	56	77
Very likely .....	17	19	26	17
Somewhat likely .....	7	10	9	3
Not very likely at all .....	6	8	8	3
(don't know).....	1	1	1	0
 Likely .....	 86	 82	 82	 94
Unlikely .....	13	18	17	6

17. [TS] Thinking specifically about this year's election, how closely would you say you have followed the election– EXTREMELY closely, VERY closely, SOMEWHAT closely, a LITTLE closely, or NOT AT ALL closely?

Extremely closely .....	27	17	18	42
Very closely .....	30	25	26	28
Somewhat closely .....	30	38	39	22
A little closely .....	9	15	10	7
Not at all closely .....	3	5	6	2
(don't know).....	0	0	0	0

**SPLIT SAMPLE A. [SSB SKIP TO Q27]**

Now I'm going to read you some ways that people follow the news and elections. For each, please tell me if you follow the news or the election that way. Do you [READ FIRST ITEM]?

**RANDOMIZE**

18. \_read the newspaper

Yes .....	68	72	77
No.....	32	28	23
Don't know/Refused .....	0	0	0

19. \_watch local television news

Yes .....	79	88	89
No.....	20	12	11
Don't know/Refused .....	0	0	0

20. \_watch national television news

Yes .....	79	89	85
No.....	21	11	15
Don't know/Refused .....	0	0	0

21. \_watch cable television news

Yes .....	81	83	89
No.....	19	17	11
Don't know/Refused .....	0	0	0

	Total	FEB. 2008	Latino	African American
22. _talk to friends and family				
Yes .....	89		94	89
No.....	11		6	11
Don't know/Refused.....	0		0	0
23. _read the news online				
Yes .....	63		55	51
No.....	37		45	46
Don't know/Refused.....	0		0	3
24. _use campaign websites or get email updates from campaigns				
Yes .....	25		15	31
No.....	75		85	69
Don't know/Refused.....	0		0	0
25. _get updates from campaigns sent to your cell phone				
Yes .....	9		3	13
No.....	91		97	87
Don't know/Refused.....	0		0	0
26. _watch comedy programs like "The Daily Show"				
Yes .....	48		56	37
No.....	52		43	63
Don't know/Refused.....	1		1	0

**END SSA**

**SPLIT SAMPLE B [SSA SKIP TO Q36]**

During election campaigns, people sometimes look for information or get involved in different ways. For each of the following, please tell me whether you have come into contact with political candidates or groups in this way during THIS election. Have you... **[Read Item]**

**RANDOMIZE**

27. _attended a political event or rally				
Yes .....	16		12	18
No.....	84		88	82
Don't know/Refused.....	0		0	0
28. _volunteered with a political campaign or group				
Yes .....	11		9	11
No.....	89		91	89
Don't know/Refused.....	0		0	0

	Total	FEB. 2008	Latino	African American
29. _signed a petition				
Yes .....	17		12	12
No.....	82		88	88
Don't know/Refused.....	1		0	0
30. _visited a campaign website				
Yes .....	40		35	37
No.....	60		65	63
Don't know/Refused.....	0		0	0
31. _watched an online video of a candidate				
Yes .....	56		46	50
No.....	44		54	50
Don't know/Refused.....	0		0	0
32. _spoken with friends or family about the election				
Yes .....	92		87	88
No.....	8		13	12
Don't know/Refused.....	1		0	0
33. _signed up on a candidate's email list				
Yes .....	17		10	22
No.....	83		90	78
Don't know/Refused.....	0		0	0
34. _forwarded or sent an email to a friend about a candidate				
Yes .....	36		26	39
No.....	64		74	61
Don't know/Refused.....	0		0	0
35. _sent or received a text message from a candidate				
Yes .....	8		6	10
No.....	92		94	90
Don't know/Refused.....	0		0	0

END SSB

<b>Total</b>	<b>FEB.</b>	<b>Latino</b>	<b>African</b>
	<b>2008</b>		<b>American</b>

Please tell me whether you agree or disagree with each of the following statements. [If agree/disagree: Is that Strongly/Not so strongly?]

[RANDOMIZE]

36. **\_SSA: [TS]** As a group, young people have the power to change things in this country.

Strongly agree.....	76	72	68	81
Not strongly agree.....	13	17	19	10
Not strongly disagree.....	3	6	4	5
Strongly disagree.....	6	5	5	4
Don't Know.....	2	0	4	0
 Agree.....	 89	 88	 87	 90
Disagree.....	9	11	9	10

37. **\_SSB: [TS]** I have the power to change things in this country.

Strongly agree.....	49	55	43	55
Not strongly agree.....	22	19	30	18
Not strongly disagree.....	12	11	10	9
Strongly disagree.....	15	11	10	13
Don't Know.....	3	3	7	6
 Agree.....	 71	 75	 73	 73
Disagree.....	26	22	20	22

38. **\_SSA:** This election is an opportunity to make history by electing the first African American president.

Strongly agree.....	71	67	86
Not strongly agree.....	12	13	6
Not strongly disagree.....	7	5	2
Strongly disagree.....	8	11	5
Don't Know.....	2	4	1
 Agree.....	 83	 80	 92
Disagree.....	15	16	7

39. **\_SSB:** This election is an opportunity to make history by electing the first woman vice president.

Strongly agree.....	41	42	35
Not strongly agree.....	29	33	21
Not strongly disagree.....	12	9	23
Strongly disagree.....	12	9	18
Don't Know.....	6	6	3
 Agree.....	 70	 76	 56
Disagree.....	24	18	41

**Total    FEB.    Latino    African**  
**2008                   American**

40. If the election were held today and the candidates were

**ROTATE FIRST TWO**

- \_ Republicans John McCain and Sarah Palin
- \_ Democrats Barack Obama and Joe Biden

**ROTATE LAST TWO**

- \_ Libertarians Bob Barr and Wayne Allyn Root
- \_ Independents Ralph Nader and Matt Gonzalez

for whom would you vote, or are you undecided?

**[IF CANDIDATE:]** Would you say you support that ticket strongly or not so strongly?  
**[IF UNDECIDED:]** Well, toward whom do you lean?

McCain/Palin– strong .....	23	16	18	2
McCain/Palin– not-so-strong.....	3	8	6	1
undecided – lean McCain/Palin .....	3	4	4	0
Obama/Biden – strong .....	48	43	45	91
Obama/Biden– not-so-strong.....	4	7	4	1
undecided – lean Obama/Biden.....	4	7	7	1
Barr/Root- strong.....	0	0	0	0
Barr/Root - not strong.....	0	0	0	0
undecided – lean Barr/Root .....	0	0	0	0
Nader/Gonzalez - strong .....	1	0	2	0
Nader/Gonzalez - not strong.....	1	0	1	0
undecided - lean Nader/Gonzalez .....	0	0	0	1
Undecided-no lean .....	13	15	14	3
McCain/Palin .....	29	27	27	2
Obama/Biden .....	56	57	56	93
Barr/Root.....	1	0	0	0
Nader/Gonzalez .....	2	0	3	1

**Total FEB. Latino African  
2008 American**

**ASK NON-OBAMA VOTERS – EVERYONE EXCEPT Q40=4-6**

41. Even though you are not supporting Barack Obama now, what are the chances that you might support Obama in the election for president in November – is there a fair chance that you might support that candidate, a small chance, just a very slight chance or no chance at all you might support that candidate?

Fair chance.....	22	20	38
A small chance.....	16	22	22
Just a very slight chance.....	18	13	0
Not a chance at all.....	42	41	40
(Don't know/Refused).....	3	5	0

**ASK NON-MCCAIN VOTERS – EVERYONE EXCEPT Q40=1-3**

42. Even though you are not supporting John McCain now, what are the chances that you might support McCain in the election for president in November – is there a fair chance that you might support him, a small chance, just a very slight chance or no chance at all you might support him?

Fair chance.....	11	7	8
A small chance.....	12	8	7
Just a very slight chance.....	22	22	9
Not a chance at all.....	53	59	77
(Don't know/Refused).....	2	3	0

**RESUME ASKING ALL**

43. [TS] If the election for the U.S. House of Representatives were held today, would you vote for [ROTATE:]

\_the Republican candidate,  
OR  
\_the Democratic candidate,  
  
or someone else?

Republican.....	27	27	20	9
Democrat.....	49	52	61	78
Someone else.....	5	7	3	2
(won't vote on that race).....	2	1	3	3
(don't know/refused).....	17	13	13	8

<b>Total</b>	<b>FEB.</b>	<b>Latino</b>	<b>African</b>
	<b>2008</b>	<b>American</b>	

**[SPLIT SAMPLE C ONLY] [SSD SKIP TO Q48]**

Now, I am going to read you a list of words and phrases which people use to describe political figures. Regardless of the candidate you currently support, please tell me which candidate you feel each phrase describes better-- John McCain or Barack Obama.

Here's the first one:

**[READ ITEM]** Is that a better description of John McCain or Barack Obama?

**[FOLLOW –UP:]** Is that MUCH better or just SOMEWHAT better?

**RANDOMIZE**

44. **\_[TS]** Shares your values

McCain Much .....	17	11	12	4
McCain Somewhat .....	16	16	8	4
Obama Somewhat .....	18	39	28	13
Obama Much.....	34	14	34	71
Both .....	4	2	1	1
Neither .....	5	8	6	4
Don't Know .....	5	9	10	2
 McCain .....	34	27	20	8
Obama .....	52	53	62	84

45. **\_[TS]** Has the right experience

McCain Much .....	32	28	33	4
McCain Somewhat .....	18	20	15	13
Obama Somewhat .....	13	14	14	15
Obama Much.....	20	14	25	49
Both .....	9	6	5	10
Neither .....	5	4	4	4
Don't Know .....	2	14	4	5
 McCain .....	50	48	48	16
Obama .....	34	28	39	64

46. **\_[TS]** Understands the problems of .....people your age

McCain Much .....	9	7	9	1
McCain Somewhat .....	8	5	8	4
Obama Somewhat .....	14	39	19	13
Obama Much.....	55	26	48	77
Both .....	3	3	7	0
Neither .....	8	6	7	4
Don't Know .....	3	14	3	2
 McCain .....	17	12	17	5
Obama .....	69	65	67	89

	Total	FEB. 2008	Latino	African American
47. <b>_[TS]</b> Will bring change				
McCain Much .....	13	8	14	4
McCain Somewhat .....	7	7	8	1
Obama Somewhat .....	19	43	17	16
Obama Much.....	48	25	47	75
Both .....	8	7	8	3
Neither .....	2	4	2	0
Don't Know .....	3	6	3	2
McCain .....	20	15	22	5
Obama .....	67	68	64	91

**[END SSC-GO TO Q52]**

**[SPLIT SAMPLE D ONLY] [SSC SKIP TO Q52]**

Now, I am going to read you a list of words and phrases which people use to describe political figures. Using a scale from zero to ten please tell me how important that quality is to your vote for president. Ten means it is EXTREMELY important and zero means it is not important at all to your vote for president. You can use any number in between.

Here's the first one:

**[READ ITEM]** On a scale of zero to ten, how important is that to your vote for president. Ten means it is EXTREMELY important and zero means it is not important at all.

**RANDOMIZE** **RECORD**  
**(DON'T KNOW =99)**

48. **\_**Shares your values

<b>Mean</b> .....	<b>8.3</b>	<b>7.6</b>	<b>8.9</b>
10 – Important .....	43	41	56
8 – 9 .....	31	17	29
6 – 7 .....	17	19	12
5 Neutral.....	5	12	2
0 – 4 Unimportant.....	4	11	1
(Don't know) .....	0	0	0

49. **\_**Has the right experience

<b>Mean</b> .....	<b>8.2</b>	<b>8.2</b>	<b>8.2</b>
10 – Important.....	42	51	50
8 – 9 .....	28	18	22
6 – 7 .....	17	18	16
5 Neutral.....	8	7	4
0 – 4 Unimportant.....	5	7	9
(Don't know) .....	0	0	0

	Total	FEB. 2008	Latino	African American
50. _Understands the problems of people your age				
<b>Mean</b> .....	<b>8.2</b>		<b>8.0</b>	<b>9.1</b>
10 – Important .....	42		43	68
8 – 9 .....	26		19	14
6 – 7 .....	20		18	13
5 Neutral.....	8		16	2
0 – 4 Unimportant.....	4		3	2
(Don't know) .....	0		0	0

51. \_Will bring change

<b>Mean</b> .....	<b>8.5</b>		<b>8.3</b>	<b>9.5</b>
10 – Important .....	55		57	76
8 – 9 .....	19		12	20
6 – 7 .....	11		9	1
5 Neutral.....	10		18	1
0 – 4 Unimportant.....	4		5	1
(Don't know) .....	0		0	0

[END SSD]

[SPLIT SAMPLE A] [SSB SKIP TO Q61]

Here are some issues candidates for president might talk about this fall. Please tell me if thus far you think candidates have spent too much time, not enough time, or about the right amount of time discussing each issue.

[RANDOMIZE LIST]

52. \_[TS] War in Iraq

Too much .....	30		21	34
Not enough.....	30		54	39
About right.....	34		20	23
Don't Know .....	6		5	3

53. \_[TS] Health care

Too much .....	12		6	9
Not enough.....	56		72	62
About right.....	31		19	27
Don't Know .....	1		3	3

54. \_[TS] Creating jobs

Too much .....	8		6	5
Not enough.....	64		74	75
About right.....	26		18	18
Don't Know .....	3		2	2

	Total	FEB. 2008	Latino	African American
<b>55. <u>[TS]</u> Homeland security and terrorism</b>				
Too much .....	24		19	32
Not enough.....	32		48	26
About right.....	40		32	32
Don't Know.....	4		1	10
<b>56. <u>[TS]</u> College affordability</b>				
Too much .....	11		13	9
Not enough.....	65		59	62
About right.....	20		20	24
Don't Know.....	5		7	5
<b>57. <u>[TS]</u> Gas prices and energy</b>				
Too much .....	15		12	19
Not enough.....	55		61	64
About right.....	28		26	14
Don't Know.....	3		1	3
<b>58. <u>[TS]</u> Moral and values-based issues</b>				
Too much .....	24		17	26
Not enough.....	35		42	37
About right.....	34		40	30
Don't Know.....	7		2	7
<b>59. <u>[TS]</u> Global warming and the environment</b>				
Too much .....	18		10	15
Not enough.....	49		56	46
About right.....	29		31	32
Don't Know.....	4		3	8
<b>60. <u>[TS]</u> Immigration</b>				
Too much .....	19		18	28
Not enough.....	50		63	50
About right.....	25		16	14
Don't Know.....	7		4	8

**[END SPLIT SAMPLE A, SKIP TO Q70]**

<b>Total</b>	<b>FEB.</b>	<b>Latino</b>	<b>African</b>
	<b>2008</b>		<b>American</b>

**[SPLIT SAMPLE B] [SSA SKIP TO Q70]**

Here are some issues candidates for president might talk about this fall. Using a scale from zero to ten please tell me how important that issue is to your vote for president. Ten means it is EXTREMELY important and zero means it is not important at all to your vote for president. You can use any number in between.

**[RANDOMIZE LIST]**

61. \_War in Iraq

<b>Mean</b> .....	<b>8.3</b>	<b>8.3</b>	<b>8.2</b>
10 – Important .....	45	42	53
8 – 9 .....	27	30	15
6 – 7 .....	16	21	15
5 Neutral.....	6	2	8
0 – 4 Unimportant.....	6	5	9
(Don't know) .....	0	0	0

62. \_Health care

<b>Mean</b> .....	<b>8.3</b>	<b>8.7</b>	<b>9.1</b>
10 – Important .....	45	52	70
8 – 9 .....	27	28	18
6 – 7 .....	16	13	6
5 Neutral.....	8	7	4
0 – 4 Unimportant.....	4	0	2
(Don't know) .....	0	0	0

63. \_Creating jobs

<b>Mean</b> .....	<b>8.7</b>	<b>9.0</b>	<b>9.4</b>
10 – Important .....	52	59	79
8 – 9 .....	26	25	10
6 – 7 .....	16	12	10
5 Neutral.....	4	2	1
0 – 4 Unimportant.....	2	2	1
(Don't know) .....	0	0	0

64. \_Homeland security and terrorism

<b>Mean</b> .....	<b>8.0</b>	<b>8.4</b>	<b>8.2</b>
10 – Important .....	39	42	49
8 – 9 .....	29	31	23
6 – 7 .....	16	17	12
5 Neutral.....	9	5	5
0 – 4 Unimportant.....	8	5	11
(Don't know) .....	0	1	0

	Total	FEB. 2008	Latino	African American
65. _College affordability				
<b>Mean</b> .....	<b>7.7</b>		<b>7.8</b>	<b>9.0</b>
10 – Important .....	33		37	61
8 – 9 .....	27		24	23
6 – 7 .....	21		18	11
5 Neutral.....	10		10	4
0 – 4 Unimportant.....	9		10	0
(Don't know) .....	1		0	0

66. _Gas prices and energy				
<b>Mean</b> .....	<b>8.7</b>		<b>9.0</b>	<b>9.4</b>
10 – Important .....	51		61	71
8 – 9 .....	27		22	18
6 – 7 .....	13		10	10
5 Neutral.....	5		2	0
0 – 4 Unimportant.....	2		3	0
(Don't know) .....	1		0	0

67. _Moral and values-based issues				
<b>Mean</b> .....	<b>6.9</b>		<b>7.1</b>	<b>7.8</b>
10 – Important .....	25		20	38
8 – 9 .....	22		28	25
6 – 7 .....	21		21	16
5 Neutral.....	14		22	11
0 – 4 Unimportant.....	16		8	9
(Don't know) .....	1		1	2

68. Global warming and the environment				
<b>Mean</b> .....	<b>6.5</b>		<b>7.1</b>	<b>7.3</b>
10 – Important .....	23		20	32
8 – 9 .....	20		34	20
6 – 7 .....	24		24	25
5 Neutral.....	10		7	10
0 – 4 Unimportant.....	23		14	13
(Don't know) .....	1		1	0

69. Immigration				
<b>Mean</b> .....	<b>6.9</b>		<b>7.2</b>	<b>6.6</b>
10 – Important .....	28		31	34
8 – 9 .....	19		22	8
6 – 7 .....	22		17	18
5 Neutral.....	14		12	22
0 – 4 Unimportant.....	17		18	17
(Don't know) .....	0		0	1

[END SPLIT SAMPLE B]

**Total FEB. Latino African  
2008 American**

**RESUME ASKING ALL:**

**Thank you. The few remaining questions are for classification purposes only.**

70. **[TS]** Generally speaking, do you think of yourself as a Republican, a Democrat, an independent, or something else?

**[IF REPUBLICAN OR DEMOCRAT ASK:]** Do you consider yourself a strong (Republican/Democrat) or a not so strong (Republican/Democrat)?

**[IF INDEPENDENT ASK:]** Would you say that you lean more toward the Republicans or more toward the Democrats?

strong Republican .....	14	15	12	5
not so strong Republican .....	9	8	10	1
indep. leans Republican .....	5	5	3	1
independent .....	12	16	13	2
indep. leans Democrat .....	8	9	10	8
not so strong Democrat .....	8	15	11	12
strong Democrat .....	33	23	36	63
dk/na/other .....	10	9	6	9
Republican .....	29	28	24	7
Democrat .....	50	47	57	83

71. **[TS]** What is the last year of schooling that you have completed?

**[DO NOT READ]**

1 - 11th grade .....	2	9	5	3
High school graduate .....	23	21	37	28
Non-college post H.S.(e.g. tech) .....	3	3	4	3
Some college .....	34	30	27	33
Associate's degree (2 year college) .....	10	10	10	9
College graduate .....	17	21	10	19
Post-graduate school .....	11	6	6	5
(don't know) .....	0	1	1	0

72. **[TS]** Are you currently a student? **IF YES:** Do you go to school full-time or part-time?

Full-time student .....	23	27	18	19
Part-time student .....	11	9	13	14
Not a student .....	65	63	69	68
(don't know) .....	0	1	0	0

73. **[TS]** Are you employed full-time?

Yes .....	64	56	64	71
No .....	36	44	35	29
(don't know) .....	0	0	1	1

**Total    FEB.    Latino    African**  
**2008            American**

74. **[TS]** Are you married, unmarried living with partner, single, separated, divorced or widowed?

Married .....	37	30	33	28
Unmarried living with partner .....	11	14	19	11
Single .....	48	52	45	55
Separated/divorced .....	3	3	1	4
Widowed.....	1	0	1	2
(Don't know/refused).....	0	0	1	0

75. **[TS]** Do you think of yourself as a born again Christian or do you not think of yourself that way?

Born-again Christian .....	42	36	40	57
not born-again .....	55	59	54	40
(don't know).....	4	5	6	3

76. **[TS]** Just to make sure we have a representative sample, could you please tell me whether you are from a Hispanic, Latino, or Spanish-speaking background?

**[IF "NO", ASK:]** What is your race - white, black, Asian, or something else?

White .....	62	64	0	0
Black / African American .....	14	14	0	100
Spanish speaking/Hispanic (Puerto Rican, Mexican, etc.).....	19	18	100	0
Asian .....	3	1	0	0
Native American.....	0	0	0	0
(other) .....	2	1	0	0
(don't know/refused).....	0	1	0	0

77. **[TS]** Will this election be your first time voting?

Yes, it's my first time voting.....	28	29	28	40
No, I have voted before.....	67	66	67	59
(I'm not going to vote in this election) .....	4	4	5	1
(don't know).....	0	1	0	0

**LANDLINE SAMPLE ONLY**

78. **[TS]** In addition to this landline phone, do you also have a cell phone that you use regularly?

Yes .....	72	76	64	68
No .....	27	23	34	32
(don't know).....	0	1	2	0

What is your zip code? \_\_\_\_\_

	Total	FEB. 2008	Latino	African American
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**Region**

New England.....	5	5	2	2
Middle Atlantic.....	12	13	16	14
East North Atlantic .....	17	15	5	12
West North Central.....	8	7	1	5
South Atlantic.....	20	18	12	32
East South Central.....	6	6	0	10
West South Central.....	11	12	25	14
Mountain.....	7	7	3	2
Pacific .....	16	17	35	8